

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
December 16, 2010**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Neelura Bell	CRA/LA - (Ex-officio Member)
	Michael Gargano	Argent Ventures, LLC
	David Green	Nederlander Organization - (Ex-officio Member)
	Nathan Korman	NBK, LLC
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Galo Medina	Comprehensive Financial Services
	Louis Pelliccia	The Kress
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, LP
Directors Absent	Frank Stephan, Treasurer	The Clarett Group
	Greg Angelo	METRO
	Aziz Banayan	Algert Co, Inc.
	Chris Bonbright	Whitley Court Parners
	Jeff Cohen	Gatehouse Capital
	Jose Malagon	Hollywood Media Center
	Captain Beatrice Girmala	LAPD
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	Jeff Loeb	Pantages Theatre – (Streetscape Committee Chair)
	Jim McPartlin	W Hollywood
	Don Mushin	Toyota of Hollywood
	Ron Radachy	Oasis of Hollywood
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Devin Strecker	HPOA
	Joe Mariani Jr.	HPOA

Guests	Holly Benson, et al.	Adobe Communities
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I. Call to Order

The meeting was called to order by Board President Thaddeus Smith at 4:13 p.m.

II. Public Comment

Holly Benson, VP of Housing Development for Adobe Communities, talked about her organization, which was born as a pro-bono architecture firm 42 years ago. Now, it is a full-fledged development organization and they are currently working on the Selma Community Housing project. She said that LAUSD, which owns the property, wanted to build parking and affordable housing, with priority given to school district employees. There will be 66 units of housing built; there is strong support from CD 13. The first hearing will be January 17, and they are seeking a height district change from 1XL (30'), and they are seeking 2D and a site plan review. Funding for the project comes from LA Housing Department, rental income, tax credit from the state and limited partner equity. Low income units will rent from \$400.

III. Approval of Minutes

Approval of the minutes from November 18 was tabled due to the executive session that was held during that meeting, the details from which have not yet been included in the minutes.

IV. Treasurer's Report

A. Treasurer's Report for November 2010:

It was moved by Louis Pelliccia, seconded by Jan Martin and CARRIED to approve the Treasurer's Report for November 2010.

V. Committee/Activity Reports

A. Security Committee

1. Vine Metro Plaza – John Tronson said he was happy to report that we have eradicated the gang activity at this location through a task force set up by the Sherriff. It was primarily carried out through undercover officers over the course of several months. However he is fearful that it will return unless we can activate the plaza. Morrison stated that Delphine is interested in providing a coffee cart in the plaza. There was also a suggestion for a hot dog vendor (Cindy Lopez) who used to sell at Hollywood & Highland, however at the moment Delphine is requesting to be the exclusive vendor. The BID has already encumbered money for the bistro tables and chairs, and time is of the essence to prevent the bad element from returning. Smith asked if the "no loitering" signs had been posted yet and said we need to check on this.

2. Street Characters – Tronson said a recent court decision ruled in favor of the character's right to "perform" on Hollywood Blvd., with the judge granting a temporary injunction against arresting characters for panhandling and loitering. Since then we have seen an unfortunate return of the characters and few arrests, but LAPD is still engaged. The Community Impact Team, headed by CD-13 is now focused on the tour bus issue; currently, tour guides are allowed by law to solicit customers on sidewalks. Getting this changed could be a 2-3 year process.

B. Streetscape Committee

1. Urban Design Plan/Community Plan – Sarah MacPherson reported on the recent CRA/Planning Department Joint Meeting where the two entities presented their plans. As stated in the beginning of the meeting, it was for presentation and comments and no action was taken, other than establishing a working group of members from both organizations to move forward with the plans. Conflicts between the two plans (e.g. height limits) were discussed, as was removing some of the requirements for open space and subterranean parking.

2. Side and Back Streets Project – MacPherson said this project has been completed. However, the landscape architect, Diane Scanlon, worked many additional hours that went above and beyond the scope of the project. This was due to unforeseen circumstances such as conduit in the tree wells. Scanlon was able to work with city agencies to get these issues resolved much quicker and cheaper than normally would have been possible, and was able to get them to do much of the work free of charge. Morrison said we could meet Scanlon half way, but recommended compensating her for the full amount, which is \$6,460. Galo Medina asked if there were plans to increase spending for security, noting that no matter how beautiful we make the area, it has to be safe, referencing the October 31 shootings in the District. Morrison said the board would discuss this in the retreat in January.

It was moved by John Tronson, seconded by Tej Sundher and CARRIED that the board would pay Scanlon the entire amount over and above her contract hours, which is \$6,460.

3. East Cahuenga Corridor Alley project – MacPherson stated that the CRA is making a generous donation for this project of \$760,000 to convert the alley to LA's first "green alley." The construction is scheduled to begin in January, and the property owners are considering forming an alley management association and having HPOA administer the project. Morrison stated that the property owners are currently moving forward with an election for a seven-member board.

C. Marketing Committee

1. Devin Strecker reported on the recent meeting with the restaurant operators and Cirque du Soleil. The purpose of the meeting was to introduce Cirque to the local restaurants and brainstorm marketing ideas to promote the restaurants and the show together. Another point of discussion was transportation from the restaurants to the Kodak theatre for the show; ideas included a shuttle service, pedicabs, the Metro, and a flat-rate taxi service. Sundher stated that Vahid at Starline Tours may already be considering a shuttle service, and advised that we talk to him.

2. Update on P-3 Parking Situation – Morrison stated that she, Medina, Jim McPartlin, and Ron Radachy had gone to city council on December 14, 2010 for the public comment period to voice their opinions of this proposal. Additionally, both BIDs and the Chamber have sent letters to the city council in opposition to the proposal as it currently stands, and Leron Gubler wrote an op-ed piece in the LA Business Journal. Morrison also reported on a meeting with Council President Eric Garcetti where the proposal was discussed. In the meeting, an idea to form a parking district was brought up, which would give the local community control over the pricing, signage, valets, etc. Gubler asked Garcetti for a 30 day

window to come up with recommendations for the city council, and funds were set aside for legal counsel. Morrison added that she will be meeting with Gubler and Laura Lake, a representative from Westwood working on the same issue, tomorrow.

VI. New Business

- A. New Committee Appointments – Morrison said we will be working on the committee appointments for 2011 at the board retreat in January.
- B. Farmers Market – Morrison presented photographs showing some of the issues related to the Farmer's market, including blocked access to the LA Film School and Sound Factory, and vehicles parked on the sidewalk. HPOA staff continues to monitor this situation.

VII. Executive Session

The Board went into executive session to discuss year end performance bonuses for the staff. **It was moved, seconded and CARRIED to set aside \$24,000 in year-end performance bonuses to allocated in accordance with the recommendation of the executive director and the president of the board.** Those recommendations would be immediately presented to RBZ to process with year-end payroll. Additionally, at the specific request of the executive director, no cost of living increase, as authorized at the November meeting, would be processed for the coming year.

VII. Next Meeting

The next meeting is scheduled for Thursday, January 20, 2011. This will be the board retreat and strategic planning session, more details will be forthcoming

X. Adjournment: The meeting was adjourned at 5:45 p.m.